



Stony Lake Sparkler 5k Sunday, July 7, 2024

2023 Summary

- Through sponsorships, the Stony Lake community, and past runners, we raised \$24,849.60 for Crystal Valley Care Fund

Sponsor Recognition

- Stony Lake Newsletter – mailed to Stony Lake families and available at Stony Lake Depot and Stony Lake Store
- Stony Lake Sparkler website
www.stonylakesparkler.com
- Race Flyer and Posters
- Race T-shirt (Silver and Above Sponsorships)
- Sponsor banner on race day
- Thank you ad in Oceana Herald Journal

2024 Plan and Goals

To provide a fun family activity as part of July Fourth celebrations for Stony Lake property owners and the local communities; to promote community involvement; and to raise money for Crystal Valley Care Fund.

Race Plan

- Course is scenic, easy to follow and easy for traffic control
- Race includes timed 5k run and 1 mile fun run/walk
- T-shirts for all runners/walkers and volunteers
- Post-race party with food, beverages and music

Prizes awarded

- Awards to Fun Run finishers
- Special awards to Overall winners
- 5k awards to overall, master, and grand master winners (Male/Female) and age group 1st, 2nd and 3rd place
- Largest family participation
- Best spirit costume

2024 Race net proceeds will benefit Crystal Valley Care Fund

- Stony Lake Property Owners Association is the Title Sponsor.
- Stony Lake Inn will host the event.
- Sponsorship opportunities for local businesses through financial or in-kind donations.





Stony Lake Sparkler 5k

We Value Our Sponsors

Sponsorship Levels

Net Proceeds to support the Crystal Valley Care Fund

Platinum Level (\$1,000 and above)

- Recognition at the event as a Major Race Sponsor
- Name or logo printed prominently on race shirt
- A prominently placed ad in Stony Lake Newzletter
- Logo or name on website and race flyers
- 4 complimentary race entries (including race shirts)
- Link to sponsor's website

Gold Level (\$500)

- Recognition at the event as a Major Race Sponsor
- Name or logo printed on race shirt
- An ad in Stony Lake Newzletter
- Logo or name on website and race flyers
- 2 complimentary race entries (including race shirts)
- Link to sponsor's website

Silver Level (\$250)

- Recognition at event as a Race Sponsor
- Name only on race shirt
- Business card size ad in Stony Lake Newzletter
- Logo or name on website and race flyers
- Link to sponsor's website

Bronze Level (\$100)

- Name on website and race day banner

All donations must be received by:

March 20, 2024

for inclusion in Newzletter

April 28, 2024

to be listed on race flyer and to have your organization's name on the shirt

Make checks payable to:

Stony Lake Property Owners Association

Mail to: Deana Fox

c/o Shelby State Bank

242 N. Michigan Ave.

Shelby, MI 49455

Artwork for sponsors logos:

Please email logos | color for Newzletter and black and white for t-shirt (vector format is preferred)

to stonylakekas@gmail.com

Sponsor/Organization name: _____
(SILVER, GOLD AND PLATINUM LEVELS: AS YOU WANT IT TO APPEAR ON THE BACK OF THE SHIRT)

Sponsorship Level PLATINUM GOLD
 SILVER BRONZE

INITIAL IF THE ATTACHED AD IS CORRECT FOR 2024 _____

In the event of unforeseen cancellation, all net proceeds will be donated to CVCF.

Contact Person _____

Address _____ City _____ Zip _____

Phone _____ Email _____

Social Media/Website _____

Signature _____ Date _____

THANK YOU FOR SUPPORTING THE CRYSTAL VALLEY CARE FUND AND STONY LAKE PROPERTY OWNERS ASSOCIATION'S SPARKLER 5K